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Diana T Fritz 12/06/2006 03:07:07 PM From DB/Inbox: Search Results

Cable
Text:

UNCLAS ABU DHABI 01307

SIPDIS
CXABU:

ACTION: PAO
INFO: AMB ECON POL DCM

DISSEMINATION: PAO
CHARGE: PROG

APPROVED: PAO:HOLSIN-WINDECKER
DRAFTED: PAO:AHOSHAN
CLEARED: NONE

VZCZCADI038
OO RUEHC RUENAAA RUEKJCS RUEHZM RUEHLO RUEHFR
RHRMDAB RHMFIUU RUCQSOC
DE RUEHAD #1307 0811246
ZNR UUUUU ZZH
O 221246Z MAR 05
FM AMEMBASSY ABU DHABI
TO RUEHC/SECSTATE WASHDC IMMEDIATE 8834
RUENAAA/SECNAV WASHINGTON DC IMMEDIATE
RUEKJCS/SECDEF WASHINGTON DC IMMEDIATE
RUEHZM/GULF COOPERATION COUNCIL COLLECTIVE
RUEHLO/AMEMBASSY LONDON 0894
RUEHFR/AMEMBASSY PARIS 0930
RHRMDAB/COMUSNAVCENT
RHMFIUU/USCINCCENT MACDILL AFB FL//CCPA//
RUCQSOC/USCINCSOC MACDILL AFB FL//PA//

UNCLAS ABU DHABI 001307

SIPDIS

STATE FOR NEA/ARP; NEA/PPD; NEA/RA; INR/R/MR; PA;
INR/NESA; INR/B; IIP/G/NEA-SA
WHITE HOUSE FOR PRESS OFFICE; NSC
SECDEF FOR OASD/PA
USCINCCENT FOR POLAD
LONDON FOR GOLDRICH; ALSO FOR MOC
PARIS FOR ZEYA

E.O. 12958: N/A
TAGS: [OIIP](#) [KMDR](#) [TC](#)
SUBJECT: SPECIAL MEDIA REACTION: APPOINTMENT OF KAREN HUGHES

11. SUMMARY: TWO PIECES IN LARGEST CIRCULATION ARABIC LANGUAGE DAILY, SHARJAH-BASED, PAN-ARAB "AL-KHALEEJ" 3/20 COMMENT ON APPOINTMENT OF NEW UNDER SECRETARY OF STATE FOR PUBLIC DIPLOMACY KAREN HUGHES. AN EGYPTIAN COLUMNIST COMPARES HER TASK OF JUSTIFYING AMERICA'S POLITICAL AND MILITARY ACTIONS TO A PERFUME SELLER IN AN ALLEY THAT IS FULL OF GARBAGE. ABU SALEM, A COLUMNIST WRITING UNDER A PEN-NAME, WROTE IN THE SAME PAPER THAT EVEN IF THE ADMINISTRATION BRINGS ONE THOUSAND LADIES LIKE HUGHES, THEY WILL NEVER BE ABLE TO CLEAN THE IMAGE OF THE UNITED STATES. END SUMMARY

12. EGYPTIAN COLUMNIST KHAIRY MANSOUR WROTE IN "AL-KHALEEJ" 3/20: (ARABIC DAILY, SHARJAH-BASED, CIRCULATION 90,000)

"KAREN HUGHES, A CLOSE ADVISOR OF PRESIDENT BUSH. TOOK CHARGE OF ONE OF THE MOST DIFFICULT TASKS ONE CAN IMAGINE -- CLEANSING AMERICA'S REPUTATION IN THE WORLD. THIS MISSION IS MUCH MORE DIFFICULT THAN MONEY LAUNDERING, BECAUSE CURRENTLY THE U.S. ENJOYS A REPUTATION THAT NO ONE WOULD ENVY. THE APPOINTMENT OF A VERY CLOSE MEMBER OF THE PRESIDENT'S TEAM TO A SUCH A KEY POSITION SIGNALS AN INTENT TO MEND WHAT THE ADMINISTRATION, PENTAGON AND MILITARY DIPLOMACY HAVE SPOILED, AND RECOGNITION BY THE PRESIDENT THAT HIS NATION'S REPUTATION HAS DROPPED AND IS EXPERIENCING A SERIOUS CRISIS OF TRUST. THIS RECOGNITION

REFLECTS SELF-CRITICISM THAT MANY WOULD CLASSIFY UNDER THE LIST OF VIRTUES. BUT, IS IT ENOUGH FOR A PERSON OF LOW REPUTATION TO ADMIT THAT OTHERS ARE RIGHT IN THEIR CRITICISM? IF HUGHES TRIES TO MARKET NEW AMERICAN CONCEPTS IN DEFENSE OF HER NATION'S REPUTATION, THEN SHE WOULD BE "TRANSFORMING AMERICA'S MISTAKES INTO SINS". WHAT DOES SELLING PERFUMES IN AN ALLEY THAT IS CROWDED WITH STINKING GARBAGE MEAN? IT LOOKS RIDICULOUS IF IT IS INTENDED TO JUSTIFY THE U.S.'S PAST AND PRESENT POSITIONS TOWARDS THE REST OF THE WORLD. WE SINCERELY SYMPATHIZE WITH MRS. HUGHES IN HER DIFFICULT MISSION. SHE WILL UNDOUBTEDLY START WONDERING, WHY IS EVERYTHING AMERICAN HATED TO SUCH AN EXTREME EXTENT? AND WHY IS THE IMAGE OF THE UGLY AMERICAN YANKEE, WHICH HAS DIMINISHED FOR DECADES, BACK AGAIN? CLEANSING THE AMERICAN IMAGE IS EXTREMELY COSTLY AND ITS PRICE MAY OVERRIDE WHAT IS BEING SPENT FOR THE WARS AGAINST TERRORISM. THE PRESIDENT NEEDS AN ADVISOR FOR THE SECURITY OF INTERNATIONAL REPUTATION, NOT FOR NATIONAL SECURITY. THESE ADVISORS WILL BE ABLE TO IDENTIFY THE RIGHT CHOICES TO MEND THE BAD IMAGE OF THE ADMINISTRATION AND THEREFORE, CLEANSE THE BAD REPUTATION. SHE SHOULD APPOINT A SOMALI ADVISOR, A SUDANESE, AN IRAQI, A REPENTANT EUROPEAN, IN ADDITION TO A NUMBER OF OLD ADVISORS FROM LATIN AMERICA WHO WITNESSED AMERICAN GENEROSITY TOWARDS FORMER CHILEAN PRESIDENT PINOCHET. THESE PEOPLE ARE FULLY AWARE OF AMERICA'S REPUTATION THROUGHOUT THE WORLD. HOWEVER, IF HUGHES ENDS UP RELYING ON FORMER AMBASSADORS AND PUBLIC DIPLOMACY RETIREES - THE TYPE OF PEOPLE WHO USE FACTS AND RESEARCH TO PROMOTE THEIR OWN AGENDAS- IF SHE RELIES ON THESE PEOPLE, SHE WILL SOON FIND OUT THAT HER POSITION WILL DO MORE DAMAGE TO HER NATION'S REPUTATION.

3.ABU SALEM (PEN NAME) WROTE IN THE LAST PAGE OF THE BUSINESS SECTION OF "AL-KHALEEJ" 3/20:

"THE AMERICAN ADMINISTRATION APPOINTED KAREN HUGHES IN AN INFO-POLITICAL POSITION TO IMPROVE AMERICA'S REPUTATION. THE APPOINTMENT INDICATED THAT THE BUSH ADMINISTRATION IS AWARE OF ITS POOR REPUTATION AND THAT IT REQUIRES SOMEONE TO CLEAN IT UP, POLISH IT AND IMPROVE IT. THE PROBLEM IS THAT EVEN IF THEY BRING ONE THOUSAND LADIES LIKE HUGHES, THERE IS NOT ENOUGH DETERGENTS OR MAKE-UP IN THE WHOLE WORLD TO IMPROVE THE REPUTATION OF THE UNITED STATES."

ALBRIGHT